

**POWER OF ATTORNEY BY ASSIGNEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Adobe Systems Incorporated**, ("assignee"), a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the applications recorded are reel 023538, frame 0077, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Pursuant to 37 C.F.R. § 3.73(b), the assignee references the assignment documents recorded at reel 023538, frame: 0077, that evidence the placement of title in the assignee.

Pursuant to 37 C.F.R. §1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners at Customer Number **65132**.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Send all future correspondence to the address associated with Customer Number: **65132**.

Assignee of Interest

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110

Dated: 1-5-10

By: 

Name: Lori Behun

Title: Patent Attorney

### STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Adobe Systems Incorporated

Application No./Patent No.: 10/609,008

Filed/Issue Date: 6/27/2003

Entitled: Capturing and Presenting Site Visitation Path

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 014731, Frame 0293, or for which a copy thereof is attached.

2. From: Omniture, Inc. To: Wells Fargo Foothill, LLC, As Agent

The document was recorded in the United States Patent and Trademark Office at  
Reel 022078, Frame 0141, or for which a copy thereof is attached.

3. From: Wells Fargo Foothill To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 023525, Frame 0335, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is written below) is authorized to act on behalf of the assignee.

Lori Behun  
Signature

1-5-10  
Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Adobe Systems IncorporatedApplication No./Patent No.: 10/609,068Filed/Issue Date: 6/27/2003Entitled: Capturing and Presenting Site Visitation Path

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

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- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

4. From: \_\_\_\_\_ To: \_\_\_\_\_

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5. From: \_\_\_\_\_ To: \_\_\_\_\_

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Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

6. From: Omniture, Inc. To: Adobe Systems Incorporated

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Reel 023538, Frame 0077, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title



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## Assignments on the Web &gt; Patent Query

## Patent Assignment Abstract of Title

***NOTE: Results display only for issued patents and published applications.  
For pending or abandoned applications please consult USPTO staff.***

## Total Assignments: 4

Patent #: NONE

Issue Dt:

Application #: 10609008

Filing Dt: 06/27/2003

Publication #: 20040059746

Pub Dt: 03/25/2004

Inventors: Brett Error, John Pestana

Title: Capturing and presenting site visitation path data

## Assignment: 1

Reel/Frame: 014731/0293

Recorded: 11/28/2003

Pages: 3

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: ERROR, BRETT

Exec Dt: 10/24/2003

PESTANA, JOHN

Exec Dt: 10/30/2003

Assignee: QMNTURE, INC.1358 WEST BUSINESS PARK DRIVE  
OREM, UTAH 84601Correspondent: FENWICK & WEST LLP  
AMIR H. RAUBVOGEL  
801 CALIFORNIA STREET  
SILICON VALLEY CENTER  
MOUNTAIN, CA 94041

## Assignment: 2

Reel/Frame: 022078/0141

Recorded: 01/08/2009

Pages: 12

Conveyance: SECURITY AGREEMENT

Assignor: QMNTURE, INC.

Exec Dt: 12/24/2008

Assignee: WELLS FARGO FOOOTHILL, LLC, AS AGENT2450 COLORADO AVENUE, SUITE 3000 WEST  
SANTA MONICA, CALIFORNIA 90404Correspondent: SANDRA P. THOMPSON  
18400 VON KARMAN AVENUE, SUITE 800  
IRVINE, CA 92612

## Assignment: 3

Reel/Frame: 023525/0335

Recorded: 11/17/2009

Pages: 8

Conveyance: RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).

Assignor: WELLS FARGO FOOOTHILL, LLC

Exec Dt: 10/23/2009

Assignee: QMNTURE, INC.550 EAST TIMPANOGOS CIRCLE  
OREM, UTAH 84097Correspondent: ROBERT C. KOWERT  
P.O. BOX 398  
AUSTIN, TX 78767-0398

## Assignment: 4

Reel/Frame: 023538/0077

Recorded: 11/18/2009

Pages: 20

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

**Assignor:** OMNITURE, INC.**Exec Dt:** 11/12/2009**Assignee:** ADOBE SYSTEMS INCORPORATED

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SAN JOSE, CALIFORNIA 95110

**Correspondent:** ROBERT C. KOWERT

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